

**Emirates Amateur Golf League - EAGL**  
**Chairman Address at Unveiling of EAGL**  
**On January 20, 2021**

Thank you, Mr. Tyler, for the kind introduction.

I start my address by extending greetings to their highnesses

- Shaikh Khalifa bin Zayed Al Nahyan, The President of UAE and Ruler of Abu Dhabi
- Shaikh Mohammed bin Rashid Al Maktoum, Prime Minister of UAE and Ruler of Dubai
- Shaikh Mohamed bin Zayed Al Nahyan, Deputy Supreme Commander of UAE Armed Forces and Crown Prince of Abu Dhabi
- Rulers of other Emirates

for their leadership and for converting UAE into one of the finest golfing destination in the world with world class professional tours happening, one currently happening in Abu Dhabi and the forthcoming Dubai Desert Classic happening from January 28.

HE Shaikh Fahim bin Sultan Al Qassimi, Chairman EGF who could not be present today due to Covid 19, Mr. Taimur Hassan, Chairman Asia Pacific Golf Confederation, Mr. Khalid \_\_\_\_\_ Al Shamsi, Secretary General of EGF, Distinguished guests, Ladies and Gentlemen.

I stand before you today to brief you on the EAGL.

## Background

Leagues are not a new concept. They happen in many sports like football, cricket, basketball and many others. Most of these leagues are very successful and creates lot of excitement and entertainment, but nothing like that exists in golf, whether for the Professionals, or for the Amateurs. What exists in golf is: organized Team events like Ryder Cup, Presidents Cup and World Amateur Team Championship (WATC). They mostly pitch one team against another and happen once in two years.

In view of this, a thought took seed in my mind way back in 2017 to do something similar in golf, but it finally germinated in October last year, primarily due to the COVID-19 situation. The first thing we worked upon was the objective and vision for this whole endeavor.

## Objective

Amateurs are the largest segment of players in world golf. I am one of them. Golf being a relatively expensive game, it is played by HNIs, well-to-do people who are mostly entrepreneurs or in senior management positions and professionals etc.

While Professional Golfers play to earn a living, the Amateurs play for fun, entertainment, networking, business opportunities, mental relaxation, spending time with friends and compete.

Amateurs watch professional golf on TV and have an inherent desire to play like a pro on a golf course that is set up like professional tournaments and broadcasted live. On the other hand, Corporates spend lots of money on hosting Golf Days for marketing, branding,

entertaining existing clients and developing new ones, networking, public relations etc., but most of these happen over a period of one day and generally without any media coverage.

EAGL has been conceptualized as the world's first franchise-based golf league to fulfill the aspirations of amateur golfers and provide cost-effective and much higher valuation to the Corporates. For the Team Owners, it shall be an investment with returns in cash and kind, apart from that immense feeling of pride of owning a Sports Team.

The objectives of EAGL are:

- Provide a platform to Amateur golfers to play like Professionals in a professional tournament set-up with LIVE broadcast.
- Provide opportunities for Team Owners, Sponsors, Partners and Players for marketing, branding, networking, customer development, entertainment and public relations.
- Reinvigorate the spirit of Amateur golf in a first-of-its-kind competitive team format.
- Promote Amateur golf in the UAE and underline the country's importance as a golfing destination.

## Vision of EAGL

“To create value through amateur golf for all stakeholders – Team Owners, Players, Sponsors, Partners and Organizers, and contribute to the promotion of golf in the UAE.”

## The Event

Conceptualizing an event is the easy part, but executing and delivering the same is extremely challenging, particularly when it is first-of-its-kind event in the world. I am sure that with your support and participation; we shall be able to overcome all these challenges.

### EAGL Compared – SLIDE 1

Description	Ryder Cup	President's Cup	WATC	EAGL
Classification	Professional	Professional	Amateur	Amateur
Teams	2	2	National Teams of Countries	8
Intermittency	Biennial	Biennial	Biennial	Annual
Squad per Team	12	12	2-3	24
Matches	28	30	No Matches	312
Golf Days	3 over 3 days	4 over 4 days	4 over 4 days	9 over 60 days
Courses Played	1	1	2	4-5

## LIVE Broadcast – SLIDE 2

Description	Professional Tour	EAGL
Golf Courses	1	4
Golf Days	4	9
Launch Party	0	1
Closing Party	0	1

Area Covered for LIVE Capturing compared:

Description	Unit	Football Ground	Cricket Ground	Golf Course
Area	Acres	2	5	120
	Sq Meters	8,000	20,000	480,000

### Golf Course – SLIDE 3

Description	Professional Tours	EAGL
Golf Course Set Up	Professional	Similar to Professional
Start Type	Tee Times	Tee Time
Walking or Cart	Walking	Walking
Caddie	Yes	Yes

## Stakeholders - SLIDE 4

Description	Professional Tours	Corporate Golf Day	Club Tournaments	EAGL
Owner	Tour / Promoters	Corporate	Club	Franchiser
Teams Ownership	No	No	No	Yes
Sponsors	Yes	Yes	Yes	Yes
Partners	Yes	No	No	Yes
Players	Yes	No	No	Yes

## Benefits - SLIDE 5

Description	Team Owners	Sponsors	Partners	Players
Cash Return on Investment	Yes	No	No	No
Prize Money	Yes	No	No	As per Amateur Rules
Apparel	Yes	No	No	Yes
Networking	Yes	Yes	Yes	Yes
Branding	Yes	Yes	Yes	No
Marketing	Yes	Yes	Yes	No
Client Development	Yes	Yes	Yes	No
Entertainment	Yes	Yes	Yes	Yes
PR	Yes	Yes	Yes	Yes
Media Coverage	Yes	Yes	Yes	Yes
Advertising Spots	Yes	Yes	Yes	No



## Engage with EAGL

EAGL is conceptualized to be placed little below the professional tournaments and many notches up on the Corporate Golf Days.

The EAGL is a completely new concept happening in amateur golf. People can engage with EAGL as a Team Owner, Sponsor, Partner or as a Player. Full package details shall be provided on interest. Feel the pride of owning a Sports Team or just be part of it.

## Conclusion

Thank you all for your kind attention and I look forward to your support for the success of EAGL. Let me assure you one thing that EAGL will be exciting and entertaining and will deliver value to all stakeholders.

My special thanks to EGF, APGC, the Guests who could be present here in spite of challenges of Covid 19 and EAGL Team for organizing this event.